**Reference website;** [**www.redfin.com**](http://www.redfin.com)**;** [**www.emoov.co.uk**](http://www.emoov.co.uk)**;** [**www.surefield.com**](http://www.surefield.com)**;** [**www.hatched.co.uk**](http://www.hatched.co.uk)**;** [**www.housesimple.com**](http://www.housesimple.com)

**User types**

* Buyer: Buyer can login in and save searches + facebook/google login
* Individual > contact us for free consultation
  + <https://www.emoov.co.uk/contact/valuation>
  + <https://www.redfin.com/sell-a-home/consultation?address=ATLANTA&inquirySource=32>
  + <https://www.redfin.com/sell-a-home/consultation?address=ATLANTA&inquirySource=32>
  + <https://www.forsalebyowner.com/sell-my-house/package-overview/>

Individual has 2 package options (visible on the landing page, but billable offline – on long term we could automize, so options need to be there):

1. a no cure no pay 3% commission payment.
2. Fixed fee + optional add-ons.

Individual should receive a login after acceptance for personal dashboard:

1. Make changes to listing
2. Follow the performance of the listing
3. Performance of properties in the neighbourhood.
4. In case they choose a flat fee there should be options to buy any additional add-ons, like extra advertising (linked to portals) or a 3D tour etc..
5. (Later stage; suggest optimization in terms of price, description etc etc.)

* Partner broker: Partner environment including own dashboard with:

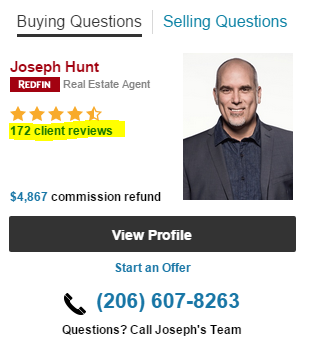
1. XML import for partnerlisting. For example; we find a broker who wants to join our unique marketing mix and list his inventory with use based on revenue share (or fixed fee per month – we are finalizing revenue/model as soon its done, we can finalize feature request set).
2. Follow performance of all the listings.
3. Optional: add-ons.

* Admin level: for agents which can upload properties which become visible in individual’s dashboard. Each agent can follow all his individual profiles to see their performance. On the longer term there should be added more features. An agent can always make changes to the properties.
* Super Admin level: for company management to see performance of all listings. Just superadmin level can push properties to the portals and approve paid listings.

We stand for; lower commission because of direct listing (marketplace model, therefore direct listing by individuals, transparant process (we give insight in the whole process) & trusted partners (based on reviews).

**How it should work work**

1. Individual signs up. (online)
2. Based on geography we plan a visit with one of our agents. (offline)
3. Agents uploads the property online – once uploaded notification will be sent to individual. This notification should contain actions he could do to help sell the property. (online)
4. Individual can follow the number of views online. (online)
5. A potential buyer visits website. Detail listing page:
   1. Photos
   2. Description
   3. Amenities
   4. Agent profile on details page (see www.redfin.com) please see like on Redfin. It’s very important to show the reviews/rating as well to be trusted by potential buyers.
      * 1. Direct listing from individuals; see agent’s profile.
        2. Partnerlistings; see partnerprofile, same idea, but will be shown it’s a partner real estate agent.



* 1. Contact agent form. Individual requests go directly to internal agent. When it concerns a partnerlisting, partner first needs to accept the potential buyer. He will see part of the e-mail, part of the name and IP to identify if he already know the client. If it’s a new client, he will accept and obliges himself to share commission in case a house gets sold.
  2. A map with distances like [www.magicbricks.com](http://www.magicbricks.com) or 99.co, please have a look at listing details over there.
  3. Nearby Similar homes.
  4. Optional: 3D tour which is a HTML5 file
  5. Optional: Walk Score integration
  6. Optional: Floorplan
  7. Future: Tour list like Redfin (schedule a tour, multiple visits at 1 day)

1. once interested he contacts the agents. (online)
2. Agents plans meeting and visits the place (offline).
3. 1 day later the potential buyer receives e-mail via RealSatisfied to complete a review about the AGENT/not the service. These reviews should always be visible on the agen’t profile.
4. In case someone is interested and wants to buy, the agents needs to keep on making notes visible to individual, agent himselfand super admin, including sort of small dataroom for documents & contracts. Possibly integrated with Docusign.

**It’s VERY important that the whole XML back is organized well so uploaded properties are being pushed to real estate portals (via for example** [**www.xml2u.com**](http://www.xml2u.com)**). These links to the portals need to be made as well in the system and easily managed from the admin dashboard.**

**Additional feature requirements**

* **Page search**. The most time is being spend on the search pages.
* Type ahead suggesting locations within a country/city
* Preference based search (Search based on local information such as school)
* History (Cache) based search
* Advanced search (with multiple parameters)
* Map search/Map view
* Select multiple properties to compare
* Social media share for property details
* Lead classification to keep track of the type of requests (optional)

**Wants future**

* Business intelligence tools – automatic prioritization based on user search behaviour
* Mobile app
* Further intensification of user engagement tools and dashboard features